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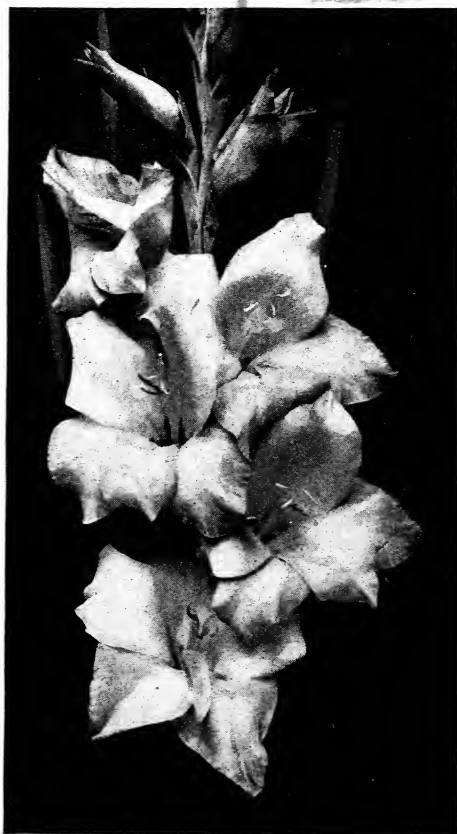
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The Modern GLADIOLUS

Iris S. 'Box';



MRS. DR. NORTON

Brookland Gardens

S. E. SPENCER, Prop.

Lexington St., Corner Willow Woburn, Mass.

Tel. Woburn 247-J

The Modern Gladiolus

The development of this most popular summer flower has been so rapid during the past ten or fifteen years that practically all of the old varieties have been discarded and in their place we have a most astonishing collection of new seedlings and hybrids, brilliant in color, enormous in size as compared with the old garden sorts, and especially adapted to garden and house decorations on account of the lasting quality of the blooms.

Lovers of beautiful flowers will find that a collection of choice named varieties will give a great deal of pleasure for a small outlay, as the bulbs will retain their vitality five to eight years.

A **young bulb** of medium size is most valuable and old worn out bulbs of any size are practically worthless.

Any time from April 20th to June 15th, plant the bulbs right side up in single or double rows in deep furrows, leaving three inches space between the bulbs.

Do not plant in a shady location and do not allow fresh stable manure in contact with the bulbs. A sandy loam is ideal. Three to four inches of soil over the bulbs will keep them cool and moist and help to hold the stalks erect without the use of stakes.

If the spike is wanted for market or indoor use cut it off eight or ten inches from the ground, the morning after the first bud opens.

From the first to the middle of October in this locality is a good time to dig the bulbs, cutting off the old stalk and after drying out pull off the old corm with the roots, spread out 3 or 4 in. deep in shallow boxes. If kept too warm or too damp they sprout in storage. 40 to 45° is best.

List of Varieties

AMERICA—Very delicate lavender pink, a great favorite. Large wide open flowers set close on a long straight spike.

Each 7c Doz. 70c 100, \$5.00

ATTRACTION—Cardinal red with white center.

Each 10c Doz. \$1.00 100, \$7.00

BARON JOS. HULOT—Velvety purple, medium size, white lines on lower petals.

Each 10c Doz. \$1.00 100, \$7.00

BLUE JAY—Lobelia blue, lemon yellow throat with violet center, the largest blue. Spikes often crooked.

Each 35c Doz. \$3.50

CHARLEMAGNE—Sunrise red, cream blotch, very large showy blooms on tall spikes and many open at one time.

Each 40c Doz. \$4.00

CRYSTAL WHITE—A new and beautiful white, healthy vigorous and prolific, formerly called "Paper White" on account of the purity of its color. Blooms are medium size with a small mark of Tyrian rose in the throat. Spike tall and straight.

Each 20c Doz. \$2.00 100, \$14.00

CRIMSON GLOW—Beautiful crimson bloom of immense size, velvety center, perfect form, very vigorous and early.

Each \$1.00 Doz. \$10.00 100, \$70.00

CRACKERJACK—Velvety dark red, tall.

Each 7c Doz. 75c 100, \$6.00

CZAR PETER—Fine dark red, new. Medium size flowers, tall spike.

Each 10c Doz. \$1.00 100, \$7.00

DAWN—Beautiful salmon carmine, large wide open blooms.

Each 15c Doz. \$1.50 100, \$10.00

✓ **DOMINION (Syn Red Emperor)**—Very large beautiful crimson, the best dark red but not a strong grower.

Each 50c Doz. \$5.00 100, \$35.00

EMPRESS OF INDIA—Plum violet, a rich dark color, buds almost black, medium.

Each 10c Doz. \$1.00 100, \$7.00

EUROPA—Pure white, very fine, nearly all open at once, medium.

Each 15c Doz. \$1.50 100, \$10.00

EVELYN KIRTLAND—Lustrous rose pink with delicate shading of lighter pink. Very tall graceful spike, petals slightly reflexed, many open at once.

Each 25c Doz. \$2.50 100, \$15.00

GEORGE PAUL (Syn. Faust, Harvard)—Harvard crimson, very large beautiful blooms, slender spike.

Each 12c Doz. \$1.20 100, \$9.00

GIANT WHITE (Kunderd)—An elegant white of good size and substance, with slight marking in the throat.

Each 15c Doz. \$1.50

GOLDEN KING—Fine lemon yellow with blood red blotch, tall, vigorous.

Each 10c Doz. \$1.00 100, \$7.00

GLORY—The first of Mr. Kunderd's ruffled strain, a fine novelty. Large cream white blooms shading pink and lavender, beautifully ruffled edges.

Each 10c Doz. \$1.00

GLORY OF HOLLAND—White, with delicate pink tint, medium tall, straight, a good commercial white.

Each 8c Doz. 80c 100, \$5.00

GLORY OF NOORDWIJK—Clear canary yellow large blooms, excellent habit, one of the very best.

Each \$2.00 Doz. \$20.00

GRETCHEN ZANG—Exquisite rose pink blending into a deep salmon blotch in lower petals. A prize winner and especially fine for all decorative purposes. Tall, late.

Each 20c Doz. \$2.00 100, \$14.00

HALLEY—A lovely salmon pink, early, very attractive, an excellent market variety, very prolific, often two or three spikes from one bulb.

Each 7c Doz. 70c 100, \$5.00

HERADA—Pure mauve, very large wide open flowers on tall straight spikes, very handsome.

Each 15c Doz. \$1.50 100, \$10.00

IDA VAN—Brilliant cardinal red with a blotch of deeper red. Medium.

Each 8c Doz. 80c 100, \$6.00

KING ARTHUR—Ivory white with a delicate crimson line in lower petals. Medium height, early.

Each 10c Doz. \$1.00 100, \$7.00

LIEBESFEUER—The most beautiful scarlet, large flowers and many open at once. Very desirable.

Each 20c Doz. \$2.00 100, \$14.00

LILY LEHMAN—White, slightly flushed pink, resembling white lilies, very graceful, medium height.

Each 10c Doz. \$1.00 100, \$7.00

L'IMMACULEE—Pure white, medium size.

Each 20c Doz. \$2.00 100, \$14.00

LOVELINESS—Creamy white with a pale salmon tint, amber white throat, tall, fine form, very attractive, many open.

Each 15c Doz. \$1.50 100, \$10.00

MARY FENNELL—Beautiful mauve, lower petals primrose yellow, suffused mauve.

Each 20c Doz. \$2.00 100, \$14.00

MRS. DR. NORTON—White, shading to soft pink at edge of petals, lower petals blotched sulphur yellow. Large flowers on a tall straight spike, perfect form. A very choice and beautiful novelty.

Each \$1.00 Doz. \$10.00

MRS. FRANCIS KING—Vermilion red, a well known and popular variety.

Each 7c Doz. 70c 100, \$5.00

MRS. FRANK PENDLETON—Beautiful rose pink, large ox-blood red blotch on lower petals. Large blooms well placed on a tall spike, extra fine for forcing, for market or for house decorations.

Each 10c Doz. \$1.00 100, \$7.00

MRS. W. E. FRYER—Poppy red, large wide open blooms, medium height.

Each 10c Doz. \$1.00 100, \$7.00

MRS. WATT—Clear crimson-red, a striking American beauty color, medium blooms, spike tall and straight.

Each 10c Doz. \$1.00 100, \$7.00

MYRTLE—The most delicate rose pink shading lighter to a creamy throat, medium size, a great favorite.

Each 15c Doz. \$1.50 100, \$10.00

MR. MARK—Fine blue shading to light blue in the center.

Each 20c Doz. \$2.00

NIAGARA—Greatly admired for its immense creamy white blooms, often splashed with crimson carmine. Tall, vigorous.

Each 10c Doz. \$1.00 100, \$7.00

PANAMA—A grand pink variety, winner of many prizes. Blooms very large, spike tall and strong.

Each 10c Doz. \$1.00 100, \$7.00

PEACE—The best late white, tall and vigorous. Sometimes suffused violet rose.

Each 10c Doz. \$1.00 100, \$7.00

PINK PERFECTION—The finest rose pink, a wonderfully clear and beautiful shade, flowers extra large and many open. Spikes are likely to be crooked if weather is hot.

Each 12c Doz. \$1.20 100, \$9.00

PRINCE OF WALES—A rare and delicate apricot shade, yellow center. Early.

Each 20c Doz. \$2.00 100, \$14.00

ROUGE TORCH—Amber white with a brilliant blotch of deep carmine red. A fine combination.

Each 15c Doz. \$1.50 100, \$8.00

✓ **ROSEA SUPERBA**—Bright pink, many open at one time, new.

Each 10c Doz. \$1.00 100, \$7.00

SCARSDALE—Rosy magenta, splashed with a deeper shade. Usually classed as a mauve.

Each 10c Doz. \$1.00 100, \$7.00

SCHWABEN—Amber yellow, very large blooms with small red mark in throat. Foliage broad, spike tall and erect.

Each 10c Doz. \$1.00 100, \$7.00

WAR—Beautiful clear crimson, tall, late, vigorous, a grand red.

Each 15c Doz. \$1.50 100, \$10.00

WHITE GIANT—A very large pure white, petals long and narrow, and flower when fully open resembles a six pointed star.

Each 50c Doz. \$5.00

WILBRINK—A sport of Halley, and identical in growth habit and markings, but color is pale pink.

Each 10c Doz. \$1.00 100, \$7.00

YELLOW BIRD—An attractive yellow marked in the center with Tyrian rose.

Each 10c Doz. \$1.00 100, \$7.00

YELLOW HAMMER—A valuable addition to our list of yellows, a strong and vigorous grower, tall straight spikes and large beautiful yellow flowers.

Each 25c Doz. \$2.50 100, \$16.00

✓ **ZAIDEE**—White, slightly flushed pink, cream white throat. Tall and straight.

Each 10c Doz. \$1.00 100, \$7.00

Primulinus Hybrids

Some years ago there was discovered in South Africa a pure lemon yellow gladiolus which was named **Primulinus**. From the seedlings of this wild species a new and valuable strain has been developed, remarkable for its beautiful pastel shades of orange, red and yellow. The flowers are small but graceful, the plants vigorous and as a rule very prolific.

✓ **PENELOPE**—Creamy white, early.

Each 8c Doz. 80c 100, \$5.00

MAY TOY—Shades of orange and yellow. Tall slender spikes, very decorative.

Each 8c Doz. 80c 100, \$5.00

✓ **HELEN PEARL**—Pink and cream white.

Each 8c Doz. 80c 100, \$5.00

AMY BELLE—Pure yellow of a brighter shade than the original Primulinus. Blooms hooded and slightly ruffled, spikes short and slender. Awarded first prize for best yellow Primulinus seedling at Boston, 1918.

Each \$1.00 Doz. \$10.00

PRIMULINUS HYBRIDS—Yellow shades.

Doz. 60c 100, \$4.00

PRIMULINUS HYBRIDS—All colors.

Doz. 50c 100, \$3.00

PRIMULINUS HYBRIDS—Choice seedlings, best selected mixture, contains some worthy of a name, extra large blooms and new and rare shades. A wonderful collection.

✓ Doz. \$1.00 100, \$7.00

FLORIST MIXTURE—Seedlings in a great variety of colors and stray bulbs of named varieties.

Doz. 40c 100, \$2.50

BROOKLAND SPECIAL MIXTURE—We have a large assortment of beautiful seedlings from our finest sorts but not quite good enough to grow under name or number, and to these we have added the entire stock of several good named varieties which we do not care to list, on account of similarity to others or not having a sufficient stock to list separately.

It is intensely interesting to watch the wonderful combinations and variations in colors and types as shown in the blooms of these fine seedlings.

Doz. 75c 100, \$5.00

WHITE SURPRISE MIXTURE—A collection of choice white seedlings, the best white mixture ever offered.

Doz. \$1.00 100, \$7.00

PRIZES

SILVER MEDAL 1918
and several class prizes.

SILVER MEDAL 1919
Mass. Horticultural Society.

Collections

For the accommodation of those who do not care to make their own selections I have arranged several combinations at prices slightly less than the catalog values.

Please order by number. Price includes **parcel post** to any point east of Mississippi river.

No. 1—Pink Perfection, Peace, Golden King, Scarsdale, War—five bulbs—50c.

No. 2—Prize Dollar Collection. One bulb each of **Panama, Crystal White, Schwaben, Dominion, Charlemagne—five grand varieties—\$1.00**

No. 3—Big Value Dollar Collection—One bulb of each of these ten varieties: **Niagara, Cream, Ida Van, bright red; Geo. Paul, crimson; King Arthur, white; Czar Peter, red; Mrs. F. Pendleton, pink; Baron Hulot, purple; Loveliness, cream; Rosea Superba, pink; Yellow Hammer—Ten Bulbs—\$1.00**

No. 4—Amateur Collection—50 bulbs, 10 named varieties—**\$1.50**

No. 5—Novelty Collection—Eight new and beautiful shades are represented in this list: **Mrs. Watt, crimson-red; Prince of Wales, apricot; Mr. Mark, blue; Wilbrink, pink; Mary Fennell, mauve; Myrtle, rose pink; Attraction, cardinal; Herada, mauve—eight bulbs—\$1.00**

Suggestions

Twenty-five bulbs of one variety will be billed at the 100 rate. Prices quoted on bulbs include parcel post charges on twenty-four or less of one variety to any point east of Mississippi river. For all points beyond add 10cts. per dozen. Twenty-five or more will be sent express collect.

If extra large bulbs are wanted they will be shipped express collect at list price.

Shipments can be made at any time and are always at the risk of the customer. We prefer to ship in March and April to avoid risk of freezing.

Remittances should be sent with all orders, and may be in the form of certified checks, Post Office or Express Money Orders. Postage stamps accepted for small amounts.

We recommend **THE FLOWER GROWER** to our friends and customers. All flower lovers should be regular subscribers. Subscription price, three years **\$2.00**, one year **\$1.00**.

Madison Cooper, Publisher, Calcium, N. Y.

A yearly subscription free to any address with all retail orders amounting to **\$10.00** or more.

Garden Iris

One of the best of the popular hardy perennials, blooming in May, useful for cut flowers and extensively used in landscape and garden planting. Plant in early spring or fall in a dry sunny location.

PALLIDA DALMATICA—Clear lavender, falls darker lavender, very tall and broad foliage. One of the best.

Each 15c Doz. \$1.50 100, \$10.00

PRINCESS OF WALES—White with a touch of blue in center.

Each 15c Doz. \$1.50 100, \$10.00

FLORENTINA ALBA—Early white.

Each 10c Doz. \$1.00 100, \$7.00

KHARPOT—Purple, very large and beautiful blooms.

Each 15c Doz. \$1.50

QUEEN OF MAY—Lilac shading pink and white.

Each 15c Doz. \$1.50

FLAVESCENS—Light yellow.

Each 10c Doz. \$1.00 100, \$6.00

MADAME CHEREAU—White, edges marked with blue.

Each 15c Doz. \$1.50 100, \$10.00

MRS. H. DARWIN—Pure white, slightly marked violet at base of petals. Free flowering, one of the best.

Each 15c Doz. \$1.50 100, \$10.00

RHEIN NIXE—Standards pure white, falls violet blue with white edge. Very handsome.

Each 50c Doz. \$5.00

GOLD BOUND—Yellow, medium size, free flowering.

Each 10c Doz. \$1.00 100, \$7.00

One each of above ten varieties. Strong divisions, by express—\$1.50

Hardy Phlox

For late summer and fall flowers the hardy phloxes are enjoying a well deserved popularity. They need plenty of moisture and do well in partial shade. Plant in spring or fall, in rich garden loam.

All phlox plants shipped by express.

ANTONIN MERCIÉ—Ground color white, overlaid with pale lilac. Very large flowers. Medium height.

Each 15c Doz. \$1.50

MAD. PAPE-CARPENTIER—Large pure white flowers, beautiful trusses, extra.

Each 15c Doz. \$1.50

FLOATING BRIDGE—A very handsome pink. 30 inches.

Each 15c Doz. \$1.50

RICHARD WALLACE—Pure white, violet red center. 32 inches.

Each 15c Doz. \$1.50

STELLA'S CHOICE—Very tall, pure white. Late.

Each 15c Doz. \$1.50

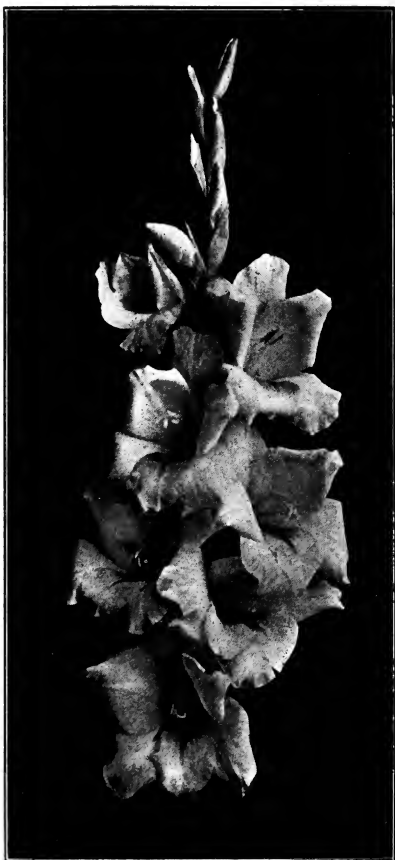
WANADIS—Pale blue ground shaded white, with red eye. Very large trusses, medium height. One of the best.

Each 25c

SEEDLINGS—Mixed colors.

Doz. \$1.00

TEN STRONG PLANTS, assorted colors, including one each of above list, sent express collect for \$1.00.



GLADIOLUS—*GRETCHEN ZANG*